

Appointments to Outside Bodies – Vision Board Working Groups

16 September 2009

Report of Corporate Director (Regeneration)

PURPOSE OF REPORT

To seek Council approval to appoint relevant members to Lancaster and Morecambe Vision Board Working Groups.

This report is public

RECOMMENDATIONS

- (1) That additional representation to the three steering groups of the Vision Board be added to the Council's list of appointments to outside bodies.**
- (2) That Cabinet be requested to agree appropriate Portfolio Holder representation on the three steering groups of:**
 - **Place, Culture and Identity**
 - **Business and Knowledge Innovation**
 - **Connectivity**

1.0 Introduction

- 1.1 Lancaster and Morecambe Vision Board have recently revisited the structure of the organisation.
- 1.2 The Vision Board was created as an informal public, private and independent sector partnership in 2005.
- 1.3 The purpose of the Vision Board has been to devise an economic vision and strategy for Lancaster district. This has been adopted by Lancaster City Council. At present it forms the basis of the strategy document of the Economy Thematic Group of the Lancaster District Local Strategic Partnership (LDLSP).
- 1.4 Board membership consists of representatives from Lancaster City Council, Lancashire County Council, North West Development Agency (NWDA) and local private and independent sector members.
- 1.5 The Vision Board has been supported by a manager (freelance but contracted to City Council and funded by the NWDA), a democratic services officer (Board meeting

administration) and a retired City Council officer (steering group meeting administration: funded by the NWDA).

- 1.6 Since its inception, the Vision Board has supported, enabled and, on occasion, led several feasibility studies. This has provided the City Council with valuable support on driving forward realisation of The Vision, for example in the case of The Faber Maunsell Transport Report.
- 1.7 The Vision Strategy document has now been adopted by the City Council and the LDLSP who are responsible for its delivery. This allows the Vision Board to focus on future projects which are outside the regeneration programme.
- 1.8 In order to facilitate this “visionary” work, the Vision Board have created three steering groups which are:
 - Place, Culture and Identity Steering Group
 - Business and Knowledge Innovation Steering Group
 - Connectivity Steering Group
- 1.9 Terms of reference for these groups are attached at Appendix a for information.

2.0 Proposal Details

- 2.1 The Vision Board work needs to be considered by the appropriate bodies upon its completion and it is anticipated that this formal communication link will be through the LDLSP.
- 2.2 Any work carried out on feasibility of future projects will clearly benefit from some member involvement to ensure that any proposals do not fly in the face of the district’s 20-year programme, and, to this effect, it is considered appropriate that the City Council has appropriate representation on all of these steering groups.
- 2.3 Having considered the matter further, it would seem that the relevant Portfolio Holder of the City Council, which concerns itself with the work of the proposed steering groups, would be the most appropriate representation.

3.0 Details of Consultation

- 3.1 This matter was raised with the Vision Board at its last meeting of 20 July 2009 by the leader of the City Council. The Vision Board advised that it would leave the matter to the City Council to decide on the relevant representation.

4.0 Options and Options Analysis (including risk assessment)

- 4.1 Option 1
That Council agree it appropriate for Cabinet to appoint suitable PH representation.
- 4.2 Option 2
That no City Council representation is made to the steering groups.

5.0 Officer Preferred Option (and comments)

- 5.1 The officer preferred option is Option 1.

6.0 Conclusion

- 6.1 The past 12 months have seen significant change in the strategic direction for the economic strategy within this district. The Vision Board provided an essential

document which has now been adopted and re-configured by the City Council. This document has now been amended to produce a regeneration programme for the district, the delivery of which will be through the LDLSP. The Vision Board have identified that they do not wish to be involved in any of the delivery and, as such, have reassessed their terms of reference. They have advised that they only wish to carry out “visionary” work outside of the programme, and to facilitate this, have established three steering groups. This report identifies whether the City Council wishes to make appropriate representation of these steering groups.

RELATIONSHIP TO POLICY FRAMEWORK

Work produced by the Vision Board will, in time, be channelled through the LDLSP, and the decision as to whether this will amend the existing regeneration programme will be made at the appropriate time.

CONCLUSION OF IMPACT ASSESSMENT

(including Diversity, Human Rights, Community Safety, Sustainability and Rural Proofing)

There are no direct implications as a result of this report.

FINANCIAL IMPLICATIONS

The only financial implications are costs associated with members attending meetings, for example, their transport. This can be absorbed within existing budgets for Member Services.

SECTION 151 OFFICER’S COMMENTS

The Section 151 Officer has been consulted and has no further comments

LEGAL IMPLICATIONS

There are no legal implications.

MONITORING OFFICER’S COMMENTS

The Monitoring Officer has been consulted and has no further comments.

BACKGROUND PAPERS

None

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Place, Culture and Identity Steering Group

Terms of Reference

Roles and Responsibilities

To refresh, embrace and steer the fulfilment of those elements of the Vision concerned with making the most of our urban areas and natural landscape for tourists and residents alike and for developing the overall image, branding and profile of the district. To explore and assess the feasibility of new ideas, to engage relevant partners and to develop timelines in order to progress projects to help generate wealth in the district. The ultimate purpose of the group is the development of an image and reality of a “happening, contemporary and beautiful place” in which to live, work, operate successful businesses and to visit.

Maximising wealth generating capacity by:

- The development of the quality of the visitor experience
- Maximising the district's arts and cultural events
- Capitalising on the district's built heritage
- The development of a new positioning and brand image for the district

Membership

Vision Board representatives:

Jim Birkett	Joe Sumsion
Janthea Chuck	Ian Steel
John Walden	Lois Willis

To include representatives from:

Tourism teams	Lancaster City Council Regeneration
Museums service	Lancashire County Council Regeneration
Lancaster University	Heritage
University of Cumbria	

Linkages with other local groups:

The Storey
More Music 4 Morecambe
Morecambe Bay and Duddon Regional Park

Meeting frequency: Every 6 weeks

Business and Knowledge Innovation Steering Group

Draft Terms of Reference

Roles and Responsibilities

To refresh, embrace and steer the fulfilment of those elements of the Vision concerned with:

- The support and financing of existing growth businesses
- The retention of existing businesses and the stimulation of new businesses
- The development and support of the specific sectors of creative industries, environmental technologies, alternative energy economy and professional and business services
- The development of a healthy knowledge economy
- The support and further development of environment technology
- The retention of skilled people and graduates

To explore and assess the feasibility of new ideas and to engage relevant partners in order to progress projects.

Maximising the wealth generating capacity of the local business and knowledge environment by:

- Increasing the attractiveness of the district for businesses to start-up, grow up and stay
- Addressing the skills needs of existing and future employers

Membership

Vision Board representatives

Trevor Bargh	Sarah Fishwick
Martyn Butlin	Alison Page
Helen Child	Tony Whiteway

To include representatives from:

Lancaster University	Lancaster Chamber of Commerce
University of Cumbria	Lancashire County Developments Ltd
Business Link	Lancaster City Council

Linkages with other local groups

Chamber of Commerce
Business Link
Major employers

Frequency of meetings: Every 6 weeks

AH 07/09

Connectivity Steering Group

Draft Terms of Reference

Roles and Responsibilities

To embrace and steer the fulfilment of those elements of the Vision concerned with connecting people and places, whether this be by a form of transport or by technological means. The ultimate purpose is to ensure that the conditions and infrastructure are in place to enable the district to function efficiently and competitively in order to attract wealth to the district and stimulate the economy.

- To explore and assess the feasibility of new ideas and to engage relevant partners in order to progress projects.
- To maintain a watchful eye on the LSP progression of the Faber Maunsell Transport Study as undertaken by the Vision Board in 2008.
- To lobby for an improvement in local transport solutions.
- To identify and recommend to the Vision Board any other projects and initiatives relating to the transport infrastructure which will benefit the lives of the people of the district and improve the local economy.
- To explore the IT connectivity in the district and make recommendations for improvements which will attract new businesses and jobs to the district, in addition to retaining and supporting current business by making them competitively efficient in their communications.

Specific area of focus:

- The Faber Maunsell Report – Action plan arising from this for delivery by the LSP
- The Broadband Project

Membership

Vision Board representatives:

Nick Gillibrand David Taylor
Roger Mace Stuart Forrest

To include representatives from:

Lancashire County Highways
Lancaster City Forward Planners
Representatives from the IT industry
Representatives from the transport industry (e.g. Port, railways, buses)

Frequency of Meetings: Every 6 weeks

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